



CONFERENCE

CRAFTING PRESIDENTIAL VOICE: STRATEGIES FOR COMMUNICATIONS AND MARKETING TEAMS

September 17 - 18, 2018

Milwaukee, WI





An opportunity for marketing and communications to develop a clear, consistent, and authentic presidential voice.

OVERVIEW

As the foremost spokesperson and representative for an institution, the president is the most powerful communicator and advocate that an institution has. Presidents must maintain an appropriate and consistent voice in communications with all constituents—a voice that is both authentic and representative of the institutional brand. But with so many channels, audiences, and ever-changing external circumstances to weigh, developing and maintaining that presidential voice is extremely difficult.

A TRULY INTERACTIVE EXPERIENCE

During this 2-day interactive learning experience, you will review a variety of practical examples from peer institutions that have successfully leveraged their president's voice and influence, and you'll have time to work with a team of expert instructors to identify opportunities to strengthen your own efforts within your unique institutional context.

Join us in Milwaukee and walk away with an actionable toolkit of strategies, templates, and resources that you can immediately apply to your approach to presidential voice and communications at your institution.

WHO WILL BENEFIT

This program has been specifically designed for higher education marketing, communications, and/or public affairs professionals who are looking to partner with their president to develop and refine presidential voice.

LEARNING OUTCOME

After participating in this conference, you will be equipped with an action plan to inform the ways you work to refine your institution's presidential voice.

[VISIT EVENT PAGE](#)

www.academicimpressions.com/crafting-presidential-voice-strategies-for-communications-and-marketing-teams/



AGENDA

DAY 1 - SEPTEMBER 17

8:30 - 9:00 a.m.

Registration and Continental Breakfast (included in registration fee)

9:00 - 9:15 a.m.

Introductions

9:15 - 10:45 a.m.

Setting the Stage Defining and Analyzing Presidential Voice

Presidential voice varies greatly from one institution to the next and depends on the unique personality of its president, but what does it mean for your institution? You will have the opportunity to analyze samples of presidential voice across different mediums to deepen your understanding of these variances and of what it currently looks and sounds like for you. This foundation will help you identify concrete goals to reach your aspirational vision.

10:45 - 11:00 a.m.

Morning Break

11:00 a.m. - 12:00 p.m.

Your Role in Shaping Presidential Voice

It is critical that you gain buy-in and forge a communications partnership with your president. However, access to the president varies greatly depending on your role in the organization and institutional reporting structure. This session will allow you to take a closer look at where you stand with your president with your current president and the challenges you face moving forward; it will also provide strategies to help you capitalize on opportunities to strengthen your relationship and collaborate to develop a strong presidential voice for your institution.

12:00 - 1:00 p.m.

Lunch (included in registration fee)

1:00 - 2:30 p.m.

Interactive Session: Assessing Your Current Presidential Voice

Understanding your president's current voice and natural personality will allow you to more effectively write for them moving forward. To what extent is your president's voice consistent, clear, and actually "presidential"? Does your president's current voice balance authenticity and personal brand with the institutional brand? Participants will be asked to bring samples of their own president's communications in a variety of mediums (e.g., speeches, emails, social media, video, etc.) to use while assessing their president's existing voice.

2:30 - 2:45 p.m.

Afternoon Break

2:45 - 3:45 p.m.

The Pros and Cons of Presidential Social Media

Social media strategy should be tailored to your president and must align with their personality and your institutional needs. Does your president's personality and desire to engage fit within that medium? Does your team have the capacity to manage a social media presence? Explore different models for handling presidential social media and identify what would will best for your campus.



AGENDA

DAY 1 - SEPTEMBER 17 (CONTINUED)

3:45 - 4:45 p.m.

Thought Leadership and Presidential Voice

Do all presidents need to be thought leaders? This session will provide an overview of what it means to be a thought leader, strategies to help elevate your president into this space, and tools to help you decide if this should be a priority for your president.

4:45 - 5:45 p.m.

Networking Reception (included in registration fee)

DAY 2 - SEPTEMBER 18

8:30 - 9:00 a.m.

Continental Breakfast (included in registration fee)

9:00 - 10:30 a.m.

Building Your Strategy and Prioritizing Communication Channels (includes working time)

Which channels should your president prioritize for communication with which audiences? What subjects should the president discuss with various audiences? Which topics are off-limits, or should be handled differently? It is critical to have a firm understanding of your institution's strategic goals, a sense of your president's communication style, and a drive to find the intersection of presidential voice and institutional voice in order to amplify the institutional brand and goals through the president's unique style.

10:30 - 10:45 a.m.

Morning Break

10:45 a.m. - 12:00 p.m.

The Tough Stuff: Political Turmoil and Crisis Communication

Presidents are being asked to comment on hot-button topics and political issues more than ever before. When it comes to sensitive topics, what presidents say - or don't say - can cast a spotlight on the institution. This session will help you prepare for the unexpected.

12:00 - 1:00 p.m.

Lunch (included in registration fee)

1:00 - 2:30 p.m.

Calendar Planning and Measuring your Success (includes working time)

Once you have a firm grasp on your institutional needs, the personality and goals of your president, and your overarching communications strategy, the true planning can begin. You'll start developing an editorial calendar to ensure consistency across channels and to help your team understand where you are investing your capital. Creating metrics will allow you to evaluate and quantify your presidential strategy along the way.

2:30 - 3:30 p.m.

The Return to Campus and Turning Plans into Action

Our final session will allow you to reflect on the key takeaways of the conference and finalize your action plan for your return to campus.

3:30 - 3:45 p.m.

Evaluations and Conference Wrap-Up



INSTRUCTORS

Tony Dobies, Social Media Director, West Virginia University

In his current position, Tony has positioned the University as a leader in higher education when it comes to new and social media platforms. He is a vocal advocate across the higher education community and has spoken at numerous national conferences on the importance of social and digital media in marketing and communications.

At WVU, Tony leads a team that sets the University's social media-specific goals and strategies and helps to use social media effectively through various campus-wide campaigns and initiatives. In 2015, Tony was named a "30 under 30 Rising PR Star" by PR News. In 2016, Tony was also part of a team that won PRSA's "Best in West Virginia" award for the best overall PR campaign in the state, in addition to significant recognition for WVU's innovative use of Snapchat and short, social video campaigns. Tony is also an adjunct professor at the Reed College of Media at WVU.

Binti Harvey, Vice President for External Relations and Institutional Advancement, Scripps College

Ms. Harvey brings 20 years of experience in journalism, strategic communications, branding, public affairs, and organizational development to her role as vice president of marketing and communications at Scripps College, a prestigious women's and liberal arts institution and a member of the Claremont Colleges. She is responsible for stewarding Scripps' brand and increasing its visibility through strategies that incorporate marketing campaign development and execution, executive communications, public relations, and public programs. Prior to Scripps, she led the design and implementation of institutional branding and fundraising marketing strategies for the California Institute of Technology.

Ms. Harvey's career encompasses more than a decade of legislative affairs, public relations, and community engagement experience in political and governmental organizations. As a political aide, she led advocacy and strategic communications initiatives for the Mayor of Los Angeles and the Superintendents of the Los Angeles and Pasadena Unified School Districts. She began her career in journalism as a business reporter for CBS MarketWatch.

Teresa Valerio Parrot, Founder and Principal, TVP Communications

Teresa Valerio Parrot brings her expertise in higher education media, crisis communications, marketing, and administration to provide data-driven strategy and counsel to the agency's higher education clients. Previously, Valerio Parrot served as Senior Vice President for Widmeyer Communications' higher education practice and Vice President of Media Relations and Crisis Communications for SimpsonScarborough, a higher education consulting firm. Valerio Parrot counts almost 10 years of experience with the University of Colorado System, including an officer-level appointment as Assistant Secretary of the University.

Valerio Parrot earned bachelor and master's degrees from the University of Colorado. She can be reached at teresa@tvpcommunications.com.



OTHERS	VS	ACADEMIC IMPRESSIONS
Typically large annual event		Intimate, workshop-style event with personalized attention
Many concurrent sessions; forcing choice		One focused learning track
Uneven sessions and less outcome-focused, driven by an open call for proposals		Needs-driven and meticulously planned with practical outcomes <ul style="list-style-type: none"> Action plans and next steps to use upon returning to campus Carefully-vetted expert instructors that are also practitioners in the field
Lecture-based		Learner-centric and designed for interaction and collaboration
Large networking events with vendors		Small-scale opportunity to truly connect with colleagues in the same position at other institutions
Some slide presentations posted online after the event		200+ page workbooks with references, worksheets, articles, templates, exercises, and planning documents

96%
of past attendees would recommend an AI conference to a colleague

250+
and growing of AI member institutions (AI Pro)

15,000+
higher ed professionals served

AI Conference Experiences

Academic Impressions provides valuable exploration of timely and pragmatic challenges to higher education institutions. The combination of impassioned subject matter experts as presenters and means of engaging conference attendees was potent.

- C. Tennent, Associate VP of Facilities Management, University of Saskatchewan

This conference was the complete package: relevant topics, philosophical and practical applications, fantastic speakers, fantastic location. One of the BEST conferences I've ever attended. It is what a conference should be! Full of collaboration, networking and solutions.

- M. Lowe, Associate Professor and General Reference Librarian University of Louisiana at Monroe



LOCATION

September 17 - 18, 2018 :: Milwaukee, WI

HOTEL:

Hyatt Regency Milwaukee
4333 West Kilbourn Ave.
Milwaukee, WI 53203
414-276-1234

Room Rate: \$199 + tax

Room Block Dates: Nights of September 16 & 17, 2018.

Rate Available Until: August 26, 2018

Please book early - rooms are limited and subject to availability.